

Message Text

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TO SECSTATE WASHDC 8305
INFO AMCONSUL RIO DE JANEIRO
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UNCLAS BRASILIA 5574

EO 11652 NA
TAGS BEXP BR
SUBJECT: 1978 CCP FOR BRAZIL: PROGRESS REPORT FOR THIRD QUARTER

1. DURING THE THIRD QUARTER OF FY 1978 ALL GOALS SET IN THE CCP WERE MET. IT WAS GRATIFYING TO NOTE THAT BRAZILIAN IMPORTS FROM THE US HAVE PICKED UP THIS YEAR, NOT ONLY IN ABSOLUTE TERMS BUT ALSO IN PROPORTION TO TOTAL IMPORTS. DURING THE FIRST FIVE MONTHS OF CALENDAR YEAR 1978 BRAZILIAN IMPORTS FROM THE US TOTALED \$1,098.00 MILLION, COMPARED WITH \$936.5 MILLION DURING THE SAME PERIOD OF LAST YEAR. THE US SHARE OF THE BRAZILIAN IMPORT MARKET ROSE FROM 17.1 PERCENT IN 1977 TO 21.4 PERCENT THIS YEAR.

2. TRADE PROMOTION EVENTS.
THE AVIONIC AND GROUND SUPPORT EXHIBIT AT THE TRADE CENTER IN MAY WAS QUITE SUCCESSFUL AND RECORDED A HIGHER NUMBER OF GOB OFFICIAL VISITORS THAN ANY OTHER SHOW HELD AT THE TRADE CENTER. THE ELECTRONIC COMPONENTS SHOW IN JUNE WAS THE MOST POPULAR EXHIBIT HELD SO FAR, WITH 2100 HIGH QUALITY VISITORS AND ALL EXHIBITORS, WITHOUT EXCEPTION, STATING THAT THEY HAD MET THEIR GOALS. THE CATALOG SHOW HELD BY CONGEN RIO DE JANEIRO AT THE OFFSHORE BRAZIL PETROLEUM EXHIBITION WAS QUITE SUCCESSFUL, WITH ALL 111 EXHIBITORS RECEIVING REQUESTS FOR THEIR CATALOGS AND ALL BUT THREE RECEIVING TRADE LEADS.

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3. PROMOTION OF FORTHCOMING EVENTS.
PROMOTION OF THE SEPTEMBER AND NOVEMBER TRADE CENTER SHOWS IS IN FULL SWING. IN ADDITION TO THE USUAL PROMOTIONAL TECHNIQUES, THE PRINCIPAL OFFICE IN PORTO ALEGRE TOURED THE STATE OF SANTA CATARINA AND SUCCEEDED IN AROUSING GREAT INTEREST IN THE FOOD PROCESSING SHOW, AND THE COMMERCIAL SPECIALIST IN BELEM TRAVELED TO MANAUS AND CALLED ON 27 ELECTRONICS FIRMS TO SPARK THEIR

INTEREST IN THE ELECTRONICS PRODUCTION EQUIPMENT EXHIBIT.

4. FOREIGN BUYERS PROGRAM

WORKING THROUGH COOPERATING BRAZILIAN TRAVEL AGENCIES WE HAVE SUCCEEDED IN STIMULATING SUBSTANTIAL INTEREST IN THE LAS VEGAS MINING SHOW AND THE CHICAGO MACHINE TOOL SHOW. WE EXPECT TO SEE A SIGNIFICANT BRAZILIAN ATTENDANCE AT BOTH.

5. MAJOR PRODUCTS

THE AWARD OF THE CONTRACT FOR THE GENERATING EQUIPMENT FOR ITAIPU TO THE EUROPEAN CONSORTIUM WAS VERY DISAPPOINTING. HOWEVER, THERE IS STILL AN OPPORTUNITY TO WIN THE CONTRACT FOR THE HIGH VOLTAGE DC TRANSMISSION EQUIPMENT.

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